

# Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

## Program Name Wisconsin Walks, Inc.

### Contact Information

<b>Main Contact Person</b> Kit Keller
<b>Title of Main Contact</b> Organizer
<b>Agency Affiliation of Contact</b> Wisconsin Walks, Inc.
<b>Contact Phone Number</b> 262-375-6180
<b>Contact Email Address</b> info@wisconsinwalks.org

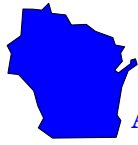
### Program Information

<b>Type of Program</b> Other
<b>Year Coalition was Formed</b> 2002
<b>Primary program focus</b> Physical Activity
<b>Region</b> Southeastern
<b>County</b> statewide
<b>Coalition Web Site Address</b> www.wisconsinwalks.org

### Program Information

<b>Represented Groups on Coalition</b> Business Community Government Health Care Other	<b>Represented Professions on Coalition</b> Business Citizen Rep Educator Exercise Specialist Media Nurse Other
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

## Milwaukee Safe Routes Campaign

### Intervention Information

<b>Type of Intervention:</b>
Physical Activity Policy
<b>Focus Area:</b>
Biking/walking
<b>Intervention Site or Setting:</b>
Other
<b>Scope of Intervention:</b>
Municipality
<b>Target Audience:</b>
All ages, races and genders.
<b>Total Population in Area Served:</b>
600,000
<b>Number of Participants:</b>
2,000
<b>Implementation Status:</b>
Extended one-time (2003-2005)

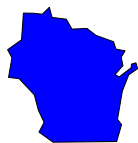
<b>Partners:</b>
Police Dept. Engineering Dept. Health Dept. Children's Hospital UW Milwaukee
<b>Unique Funding:</b>
Funds from NHTSA to Milwaukee Police Dept. to WW as a consultant
<b>Evaluation:</b>
Service Provision. Impact on Knowledge and Behavior
<b>Evidence-Based or Best Practice based on</b>
NHTSA Safe Routes to School Handbook based on Marin County, CA experience; and NHTSA SR2S Practice & Promise booklet summarizing other successful programs

### Products Developed or Materials Used:

English and Spanish version of recommended driving and walking behavior around school

### Intervention Description:

National pilot project funded by US DOT NHTSA to promote pedestrian safety law enforcement. Safe Routes to School (SR2S) is the focus. 6 pilot schools, one in each police district, spans city. Downtown Milwaukee is also a pilot site. Workshops identified programs, policies and projects at each school. Cross-cutting issues were referred to PD, City Engineering Dept. and others for implementation.



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## Intervention Name Walking Workshops

### Intervention Information

<b>Type of Intervention:</b> Physical Activity Policy
<b>Focus Area:</b> Biking/walking
<b>Intervention Site or Setting:</b> Community
<b>Scope of Intervention:</b> Municipality
<b>Target Audience:</b> All races and genders. Ages 12-19, 20-39, 40-59, 60-74, 75 +
<b>Total Population in Area Served:</b> varies depending on community
<b>Number of Participants:</b> 25 people per workshop
<b>Implementation Status:</b> Workshop consists of 3 meetings plus follow-up

<b>Partners:</b> Local coordinator assists by ensuring attendance of inter-disciplinary participants
<b>Unique Funding:</b> Based on a national model and tailored to and tested in Wisconsin over the past 6 years
<b>Evaluation:</b> Impact on knowledge and attitudes.
<b>Evidence-Based or Best Practice based on</b> Based on a national model and tailored to and tested in Wisconsin over the past 6 years

### Products Developed or Materials Used:

Standardized workshop. We train new facilitators. A resource guide is left with each community.

### Intervention Description:

Walking Workshops (4-hour interactive program to promote walkable communities and improve pedestrian safety) Initially offered as a joint project of Wisconsin Walks & the Wisconsin Dept. of Transportation-Bureau of Transportation Safety. Other funding sources and partners have been and are being developed



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Intervention Name

## Creating Active Community Environments workshops

### Intervention Information

<b>Type of Intervention:</b> Physical Activity Policy
<b>Focus Area:</b> Biking/walking
<b>Intervention Site or Setting:</b> Other
<b>Scope of Intervention:</b> Regional
<b>Target Audience:</b> All races and genders. Ages 20-39, 40-59 60-74, 75 +
<b>Total Population in Area Served:</b> Entire state
<b>Number of Participants:</b> 250
<b>Implementation Status:</b> One time, we're exploring possibility of a technical college course

<b>Partners:</b> DHFS, 1000 Friends of Wisconsin, AARP, Bicycle Federation of Wisconsin, UW Madison, DOT
<b>Unique Funding:</b> WI Department of Health and Family Services
<b>Evaluation:</b> Units Provided
<b>Evidence-Based or Best Practice based on</b> This workshop uses all three learning approaches: visual, auditory and kinesthetic. Oral and written instruction occurred followed by practice (walking audit) and in most locations, small group work for planning

### Products Developed or Materials Used:

Handouts for each participant, resource materials left with regional DHFS office

### Intervention Description:

Day-long workshop to provide overview of essential elements needed to create an active community offered in five locations in WI (one in each DHFS region).

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